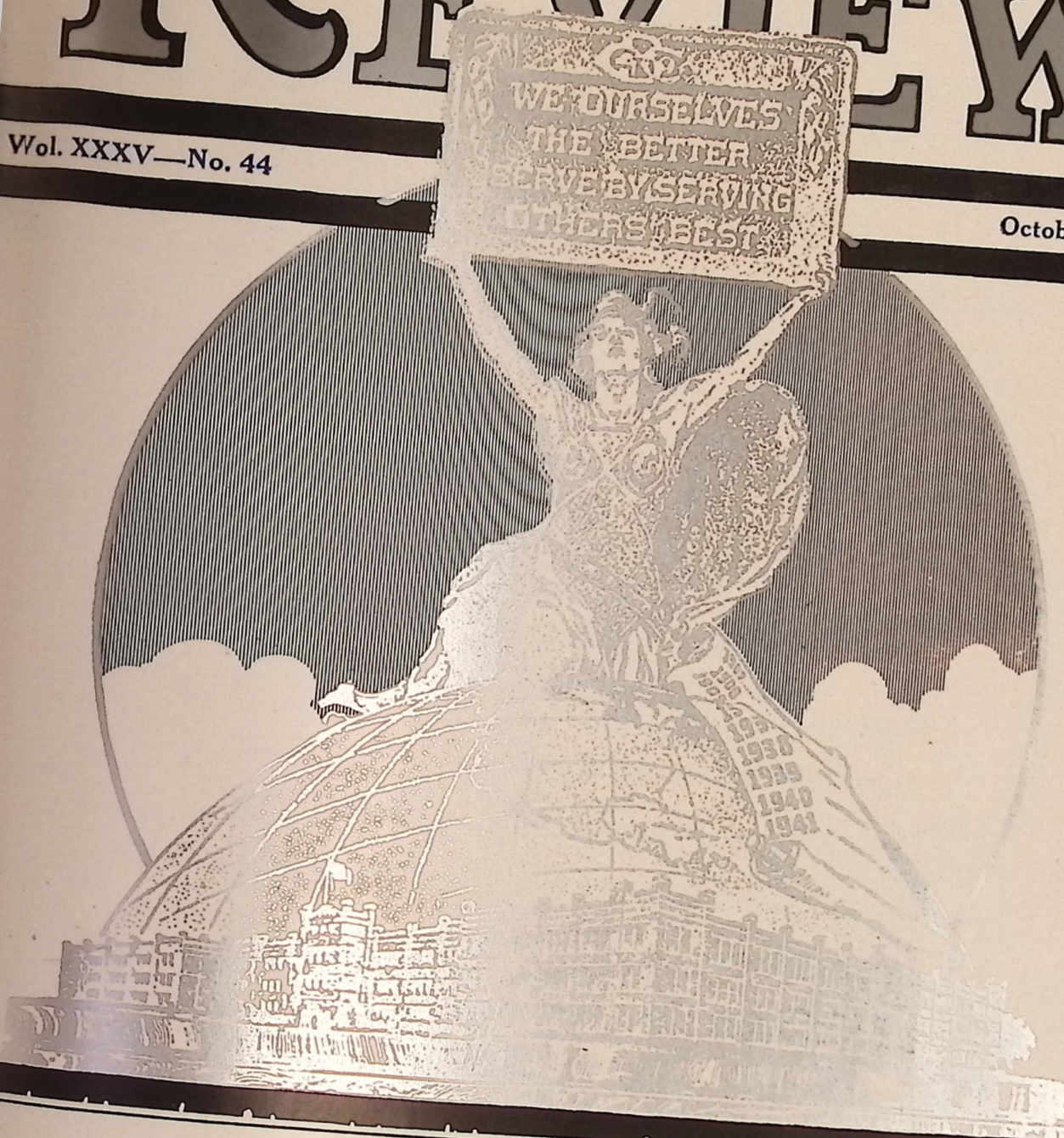


THE REVIEW

Vol. XXXV—No. 44

October 9, 1941



35 Days to Go
In the Christmas Club!

Read What JIM TALCOTT Says
and

Show Greetings on Every Call!

The Man Who Counts

It is not the critic who counts; not the man who points out how the strong man stumbled, or where the doer of deeds could have done better. The credit belongs to the man who is actually in the arena; whose face is marred by dust and sweat and blood; who strives valiantly; who errs and comes short again and again because there is no effort without error and shortcoming; who does actually strive to do the deeds; who knows the great enthusiasm, the great devotions, spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement; and who at the worst; if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who know neither victory nor defeat.

—THEODORE ROOSEVELT.

The REVIEW



by and for the Sales Department of
The Gerlach Barklow Co.
THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV

JOLIET, ILLINOIS, OCTOBER 9, 1941

No. 44

35 DAYS TO GO!

If all the folks in the United States would do the few simple things they know they should do, most of our big problems would take care of themselves.

—CALVIN COOLIDGE.

As I have told you before, that's one of the best sermons I have ever read, because it's true. If you heed it, it's dynamite in what it will help you to accomplish.

Time Marches On! 35 days to go between October 13th and November 22nd, the date of the close of the Christmas Club Contest.

WHY NOT A SIX POINT PLAN? Remember that at this stage of the game it's TIME and not territory that counts—it's a race to make six definite sales every week. Every member of the sales force is eager to win Christmas Club Credits so as to make this the best and happiest Christmas the home folks have ever had. Some of us will do just that, others will stub their toes unless they have a definite plan of working. Will you accept a suggestion which, if carried, through, will mean business every day and an added hundred credits every week?

Pick your six favorite items and schedule yourself to sell each of those six every week between now and the end of the selling season. Surely you have six items that you especially like to sell, but just in case you are in doubt, we will give you a few suggestions to select from—

Here are a number of subjects that have beaten competition in hundreds of hard-fought contests.

THEIR PRICELESS HERITAGE
SPIRIT OF AMERICA
THE ALL-AMERICAN
THE PARROT GREETING
HAPPY BLUEBIRD FAMILY
BE SURE YOU ARE RIGHT
I SEE BY THE PAPERS
SPANKY'S SAFETY PATROL

STEADY
PROUD MOTHERS
FOREVER YOURS
MY BLUE HEAVEN
RAH! RAH! RAH!
MY BONNIE
HOUGHTON MILL
SCENES OF MY CHILDHOOD

And don't forget the following list of quickies when you're looking ahead for bread-and-butter orders to complete your day's work.

METAL CALENDARS
LICENSE HOLDER KEY CASES
NEWS QUIZ

SPECIALIZED CALENDARS—

Coal Facts, Dairy Calendars
Recipe Calendars, Insurance
Facts, Ice Facts

BLOTTERS AND POST CARDS

For the small business man,
using the "Thank You" idea—

PLAYMATES
BRIGHT BOUQUETS
POEMS WITHOUT WORDS
FRIENDLY WORDS

Business is good. Thanks loads for the job you are doing. Remember that what you can do is wrapped right up in your own individuality. It isn't often that I ask a favor, but won't you sit down tonight and make a complete check on what you have accomplished and what you are going to do between now and December 1st?

LET'S GO! TO WRITE SIX OR MORE ORDERS EVERY WEEK OF THE NEXT SIX! BEST OF LUCK!

—T. Mackenzie.

NOW!

Your own customers will buy greeting cards NOW. Your competitors' customers will buy greeting cards NOW. This year when everybody realizes more than ever the importance of friendly contacts, many business men who have never bought greeting cards will buy them.

If you are not carrying your greeting samples with you all the time you are letting dollars slip out of your pockets—you are forgetting about next year and the years to come. Thousands of our very best customers, many that have been customers from twenty to thirty years, were created by first buying just a greeting card. Today, many of them buy several or all parts of our line.

Etching letters are general enough to suit anyone's requirements. They are inexpensive, yet they are in exceptionally good taste and are very popular. They are selling in quantities that are staggering, and can be used as a first contact on all of your calls.

A sale of greeting cards now to a new customer will make a friend for you. As a result of a little special effort now you will increase your immediate earnings and you will have another customer added to your list of customers that are worth—each one of them—a great deal of money. No one has or can dispute the fact that a customer is worth \$100 if he is treated right and continues to buy from you. Just like ourselves, the business men we call upon know that their customers are worth real money to them, and a greeting card is at least, very inexpensive good-will insurance.

See how many new customers you can create with greetings, and see how many of your regular customers for other parts of the line can be sold greetings NOW!

James R. Talcott



THE EARLY BIRD GETS THE WORM

"Today was a pretty fair day for me. I was up and 19 miles to see a concrete pipe company by 6:15. After planning his advertising, I was away in about two hours. Then made some 'cold turkey' calls, landing three sure prospects for my next trip.

"Before noon I got a nice deluxe greeting order from a FLORIST, and after lunch a GRAIN COMPANY placed an order for 500 S-239 Farm Record Calendars. From here I showed an INSURANCE Company leather from which he plans an order tomorrow. The rest of the afternoon I built up an order for a MACHINE COMPANY for that human-interest subject 'Rah! Rah! Rah!'

"In all, four nice little orders for \$322.85, and some prospects for the next trip. It is a joy to work when you get results."

A. S. HARTMAN.

Did he get results? Well, maybe you had better be the judge of this SIXTEEN order report which totaled \$1,006 for the week.

A. S. gets two orders of "Clipper Ship Surprise" for \$184 to a CONCRETE PIPE CO., Paragon for \$153 to a TRUCKING CO., "Rah! Rah! Rah!" to a WELDING & MACHINE WORKS for \$133, "I See by the Papers" to an EXCAVATING CO., "An Autumn Rhapsody" to a FLORIST, Key Cases and Calendars to an OIL FIELD SUPPLY CO., Farm Record Calendars to a GRAIN CO., Roll and S-257 calendars to a DAIRY, "Steady" to a CONCRETE PIPE CO., "Here Peace and Happiness Abide" to a CONCRETE WORKS, and Paragon to an INSURANCE AGENT.

AND STILL THE BUSINESS BOOM ROLLS ALONG



L. H. MOSS

PLEASE
SEND
YOUR
PHOTO

A. A. BENDER

LARRY MOSS HEADS THE LIST OF CONQUERORS WITH \$2,090, FOLLOWED CLOSELY BY A. A. BENDER WITH SIX FOR \$1,806.

Larry Moss' order comes from a big STEEL AND IRON MANUFACTURER and is said to be the biggest leather order ever placed in the Carolinas.

The order calls for 350 pieces, each piece gold-stamped with individual names.

Larry was up against stiff competition, but says not one of his competitors had a look-in when the buyer compared Paragon with articles offered by other manufacturers.

A. A. Bender's big week was made up of six sales, his best being a \$1,550 sale of calendars to a COAL MINING AND SHIPPING COMPANY, a brand new customer.

Second is a \$72 sale of Paragon to a DRUGGIST and third is another \$72 sale of Paragon. Fourth is a \$63 sale of Paragon to a COAL DEALER. Five is a sale of Pencils to a COAL DEALER and six is a nice sale of PERSONAL GREETINGS No. 4263, "Houghton Mill."

Harry Etter of California, rolls up seven orders for \$740—a \$275 sale of Paragon to a LUMBER DEALER specializing in hardwood flooring, a \$200 sale of "Spirit of Youth" Blotters to a NOODLE MANUFACTURER, a \$100 sale of Paragon to a MANUFACTURER, Greetings to a MANUFACTURER, Greetings to a PLATING WORKS, Greetings to a WHOLESALE FLORIST, and another \$100 sale of Paragon to a BATTERY SHOP.

Herman Grotte made a \$500 sale of Pen and Pencil Gift Sets to a DEALER IN MECHANICAL RUBBER GOODS, and a \$112 sale of "Rah, Rah, Rah!" and "Springtime" to a LAUNDRY

Frank Zimmerman of Ohio, piles up seven orders for \$868 as follows: Religious Calendars to a FUNERAL HOME. Paragon to a STEEL MANUFACTURER. Paragon to a TRUCKING COMPANY. Pencils to a TRANSPORTATION COMPANY. "Forever Yours" to a FLORIST. "Scenes of Childhood" to a FUNERAL DIRECTOR and Acknowledgment Cards to a FUNERAL HOME.

Sam Haynes made six sales for \$776. "Houghton Mill" to a LAUNDRY for \$525. Paragon to a FUNERAL HOME for \$182. Greetings to two HOTELS, FD Service to a FUNERAL HOME, and Business Calendars to an AUTO SERVICE STATION.

Lynn Walker of South Carolina made six sales for \$614. His best was a \$462 sale of Paragon to a TEXTILE MACHINE MANUFACTURER. He sold Ger-Bars to an AUTO SUPPLY DEALER, Greetings to an AUTO SERVICE STATION, Parrot Greetings to a FLORIST, Paragon to a STANDARD OIL DISTRIBUTOR and Paragon to a STANDARD SERVICE STATION.

A. C. Talerico of Texas wins six new customers for a total of \$600. His best is a \$355 sale of Paragon to a DRILLING CONCERN, also, "Puppy Love" to a LAUNDRY, "Peekaboo" to a FRUIT AND PRODUCE DEALER, Paragon to a BEER DISTRIBUTOR, Paragon to a TRANSPORT CO. and Specials to a HOTEL.

T. S. Gosten of New York scores six times for \$538. His best is a \$341 sale of Paragon to a UTILITIES COMPANY. He also sold "Autumn Drive" to an EXPORT COMPANY, "Silver Dawn" to a GARAGE, Paragon to a MANUFACTURER, Key and License Holders to a MACHINERY MANUFACTURER and Paragon to a LEATHER BELTING DEALER.

Harold Ricker made eight hits for nearly \$500. A \$126 sale of Safety First Billboards to a DEALER IN HOSPITAL SUPPLIES—a new customer—"Joy of Living" to a LUMBER DEALER for \$105, also a new customer, Paragon Billfolds to a HOSPITAL SUPPLY COMPANY, "Clipper Ship Surprise" to a LUMBER DEALER, Ger-Bars to a CLEANER, "Autumn Drive" Greetings to a FOOD BROKER, Business Calendars to an INSURANCE AGENCY and Paragon Key Cases to an AUTO SALES AND SERVICE COMPANY.

Fred Bell rolled up three for \$537. A \$387 sale of Paragon to an ELECTRICAL CONTRACTOR, a \$117 sale of Buell Blotters to an EMPLOYMENT SERVICE, a \$33 sale of Acknowledgment Cards to a FUNERAL DIRECTOR.

Reynolds of Indiana made nine sales for over \$400. "My Bonnie" and "Steady" to a DEALER IN COAL AND LUMBER for \$102. Paragon to a DRUGGIST for \$150, Will Rogers Ger-Bars to a MARKET, Paragon to a STANDARD OIL STATION, Baby Record Books to a FUNERAL DIRECTOR, Pencils to a DENTIST, "Priceless Heritage" to a GROCER, Phone Index Calendars to an AMBULANCE SERVICE, "Priceless Heritage" to a FUNERAL DIRECTOR.

Marvin Mitchell of Illinois made it six straight for \$346. "Houghton Mill" to a BUILDERS SUPPLY & COAL DEALER. Paragon to a FUNERAL HOME. Will Rogers billboards and deluxe to a RESTAURANT, Pencils to a REAL ESTATE AGENCY, Business Calendars to an INSURANCE AGENT, Pencils to a TRUCKING COMPANY.

Sam Raborn of West Virginia makes seven sales for over \$300. Pencils with Pledge to Flag to a NEWSPAPER PUBLISHER for \$160, "Gas Tank" Greetings to a GARAGE, "Priceless Heritage" to a CHEVROLET DEALER to advertise "First Because It's Finest," "When a Feller's Got a Friend" to a WHOLESALE FLORIST, Religious Calendars to a SUPER MARKET, Greetings to a SERVICE STATION, Pencils to a RECREATION CENTER.

Clyde Estes of Arkansas rings up six sales. "Better Homes, Better Gardens" to a LUMBER DEALER. Ger-Bars to a FUEL AND FEED DEALER. FD Service to a FUNERAL HOME, Ger-Bars to a REALTY COMPANY, Paragon to a MEMORIAL DEALER, Key and License Holders to a LIQUOR DEALER.

John Gilbert of South Carolina scores six times. Twelve-sheet Calendars to a BUILDERS SUPPLY DEALER, Greetings to a COCA-COLA BOTTLER, "Spirit of America" to a GROCER, Paragon to a GAS AND OIL DEALER, "Happy Bluebird Family" to a CANDY MANUFACTURER, "Proud Mothers" to a CREDIT ASSOCIATION.

Guy Dean of Florida writes six orders. Paragon to a SASH & DOOR MANUFACTURER for \$140, "Spanky Safety School" to a HARDWARE DEALER, "Scenes of My Childhood" to an INSURANCE AGENCY, Knives to a SPRING ALIGNMENT CONCERN, "My Blue Heaven" to a BATTERY SHOP, "Scenes of My Childhood" to a REALTOR.

J. Milton Wigley's best of three is a \$120 sale of Paragon to a LIFE INSURANCE COMPANY—a new customer.

Fred M. Stevenson of Oregon made a \$200 sale of "Forever Yours" to a WHOLESALE LUMBER DEALER.

Bert Stiff made a \$128 sale of FD Service to a FUNERAL HOME.

Ed Sierer makes three hits—a \$251 sale of Class S-11 using the "Brainy Bow Wows" series to a WHOLESALE FLORIST, Paragon Billfolds to a REALTOR and Business Calendars to a FLORIST.

C. M. Roadstrum of Michigan makes two sales for \$350. A \$250 sale of "Peekaboo" to a DEALER IN BUILDING MATERIALS and a \$100 sale of Pencils to a METAL WORKS COMPANY.

Frank Raitz of Ohio makes five sales for \$456. Holiday Greetings No. 4254 to a TENT AND AWNING MANUFACTURER for \$229. Pencils to a CONCRETE PIPE MANUFACTURER for \$100. Paragon to a FOUNDRY for \$54, Paragon to a SAVINGS & BUILDING CONCERN for \$21, Holiday Greetings No. 4272 to a HOTEL for \$53.

Mrs. Fannie Peterson scores four hits for \$633. "I See by the Papers" to a FUNERAL DIRECTOR for \$285, Paragon to a FUNERAL HOME for \$152, A Safety First Campaign, "Be Sure You Are Right" with Better Homes-Better Gardens pads to a COAL DEALER for \$157, "Scenes of My Childhood" to a LUMBER DEALER.

J. A. Field's best order of the week is a \$261 sale of Knives to a MANUFACTURER—a new customer.

O. O. Noell makes five sales for \$345. Paragon to a MILLING COMPANY for \$144, Paragon to a FIRE INSURANCE COMPANY for \$101, Ice Calendars to an ICE MANUFACTURING COMPANY, Paragon to a FUNERAL HOME, Ice Calendars to a COLD STORAGE COMPANY.

L. B. Nobles makes four sales for \$300. Paragon to a SEED GROWER—a new customer, "When a Feller's Got a Friend" to a TITLE ABSTRACT COMPANY, Magic Pads to a GROCER, "Bank Book" Greetings to a STATE BANK.

George H. Maloney makes four sales for \$857. A \$551 sale of Direct Advertsing to a WIRE MANUFACTURER, a \$165 sale of Para-

"And on Earth Peace, Good Will Toward Men"

In the December, 1940, issue of Printers' Ink Monthly there appeared an advertisement of The Beck Engraving Company. Here is what it said:

A CHRISTMAS LETTER

I salute you! There is nothing I can give you which you have not; but there is much, that, while I cannot give, you can take. No heaven can come to us unless our hearts find rest in it today. Take Heaven. No peace lies in the future that is not hidden in this present instant. Take Peace. The gloom of the world is but a shadow; behind it, yet within our reach, is joy. Take Joy. And so, at this Christmas time, I greet you, with the prayer that for you, now and forever, the day breaks and the shadows flee away.

FRA GIOVANNI

A. D. 1513

A footnote to this advertisement stated that this letter was discovered by Mr. Robert R. Updegraff of Scarsdale, New York, whose graciousness in making it available to The Beck Engraving Company was gratefully acknowledged. Possibly — though it bears no copyright — I should have obtained permission of Mr. Updegraff and The Beck Engraving Company to reprint it. But, as this publication circulates only among the sales force of this company, I am hopeful this word of credit and appreciation is sufficient.

To my mind, in all the literature of Christmas, it would be difficult to find anything more beautiful and more timely than this letter. For, though there is no much we can give to each other in a war-torn world, there is much that we can TAKE—IF WE WILL JUST REACH OUT FOR THE BETTER AND FINER THINGS OF LIFE.

As Fra Giovanni so simply says: "The gloom of the world is but a shadow; behind it, yet within our reach, is joy. Take Joy." Yes, let's take JOY as long as we can find it. But let's not stop there—let us do our level best to spread it around to extend JOY to every other human being we can reach. This is one year when each and all of us should strive to impress on our friends that there IS joy in the world even though it be hidden temporarily behind the dark shadows of man-made strife.

For the life of me I cannot imagine any person with a heart and soul who will let THIS Christmas pass without sending a message of thankfulness and good cheer to every person within his circle of acquaintances. And this applies even more particularly to BUSINESS FRIENDSHIPS than it does to social. We, in business, have gone through much together in the past twelve years. We shall go through many more trials together before this war is over and the world has returned to even a semblance of peace. Yet, as Fra Giovanni

"No peace lies in the future that is hidden in this present instant." The peace of tomorrow is HERE today if we only but see it!

What can WE do, at this tragic time, to make the world a little brighter and a little better? Well, there is certainly one thing we can do. We can do our VERY BEST to induce every business house in our territory to use Holiday Greetings. We can put on a door knocking, bell ringing, street-by-street, campaign to make every village, town, and city Christmas conscious.

For four years the world has undergone a "war of nerves"; for over two years it has faced, actually or vicariously, the horrors of savage conflict. During all of this time we have been deluged with war talk and war propaganda. Now, as Christmas approaches, the time has again come to think of the pleasures and happiness of peace.

It seems probable now that the United States will still enjoy at least technical peace during this Yuletide. If so, let us take the most of it. Our national morale needs a good shot of the Christmas spirit—because we have shared the sacrifices and horrors of war, but because we need to be strengthened spiritually for whatever the future may bring. Certainly if the war-torn nations of Europe can pause to enjoy

Christmas, we should be able to banish our OWN worries and cares during this proverbially merry season.

During the years ahead many business firms will find their peacetime contacts temporarily severed. To many of their good customers they will live only in memory. Therefore, it is just good business sense to project THOUGHTFULNESS and GOOD WILL into that memory by making the message of THIS Christmas one that will be remembered.

It is our job as creators and sellers of Holiday Greetings to MAKE SURE that no firm forgets to express its appreciation for past business and past friendship THIS Christmas. Aside from being advantageous from a selfish point of view, it is a duty we owe our customers to see to it that they utilize the opportunity which Christmas offers them.

A thousand wars have come and gone.

The Spirit of Christmas has outlasted them all.

It will do so again.

"Peace on earth, good will toward men" has NOT perished. By keeping it ever before us, we can hasten its return.

James E. Packer

gon to a WAREHOUSE COMPANY, a \$57 sale of "The Joy of Living" to a PACKING & EQUIPMENT CO., an \$85 sale of Ger-Bars to a CONTRACTOR.

Randolph Lipford's best for the week is a \$220 sale of Paragon to a CHEMICAL MANUFACTURER.

A. H. Laun's best of three nice ones is a \$135 sale of Greetings to an INSURANCE COMPANY—a new customer.

Eugene Keltner makes three sales for nearly \$300. "Steady" to a STEEL MANUFACTURER, "Sunrise" to a BARBER, "Scenes of My Childhood" with Kitchen Secretary to a FUEL DEALER.

C. L. Jacobs of Nebraska made a \$100 sale of "Forever Yours" to a REAL ESTATE AND INSURANCE AGENCY.

Ralph Gamble's best of three is a \$100 sale of Paragon to a MERCANTILE CONCERN—a brand new customer.

E. C. Doudna of Ohio scores twice—once with a \$287 sale of Paragon billfolds to an EQUIPMENT COMPANY and again with a \$75 sale of Greetings No. 4282 to a SAND AND GRAVEL DEALER.

B. A. Day of Connecticut made two nice sales—his best a \$132 sale of Laundry Facts calendars to a LAUNDRY and his second a sale of "Down on the Farm" to a TRUCKER.

George Corrigan's best for the week is a \$120 sale of Paragon Billfolds to an AUTO DEALER.

E. Bottiggi's best for the week is a \$100 sale of "Come Back Here" to a DEALER IN HARDWARE AND GENERAL MERCHANDISE.

E. F. Philips gets ten for the week. Air Pilots to an OIL COMPANY, a sale of Letter Openers, Penny Greetings, and Pencils to a MONUMENT WORKS, Knives to a MILLING CO., Cards to a FUNERAL DIRECTOR, Pencils to a MANUFACTURING CO., Will Rogers to a PHILLIPS 66 DISTRIBUTOR and Autumn Drive to a TOOL CO.

A. J. Morrier in writing nine, covers a variety of types of business. An OIL COMPANY, a FUNERAL HOME, AUTO SUPPLY, SPORT SHOP, WIRE WORKS, DESOTO & PLYMOUTH DEALER, MEAT SHOP, MACHINE COMPANY and a GROCERY STORE.

S. E. Adams isn't to be outdone and also gets nine. He sells a DAIRY, TRANSFER COMPANY, TIRE SHOP, PLYMOUTH DEALER, SERVICE STATION, GARAGE, MOTOR COMPANY and a COAL COMPANY.

George Steading had his fingers crossed when he started out on Monday morning, but couldn't keep them crossed very long as he was busy writing orders most of the week and had a final score of eight. He sold two orders of Key Cases, two Funeral Directors "Their Priceless Heritage," "Spanky" and Family Record Books.

N. G. Beatty lands six. Knives and Pencils to a SERVICE STATION, Pencils to a TIRE COMPANY, Pencils to a SANDWICH SHOP, Key and License Holders to a NITE CLUB, and an order of Business Calendars.

L. T. Sage takes over seven. His \$100 sale of "Spirit of America" to a PIPE WORKS is the best. While the others were not far behind,

"Puppy Love" to a HOUSE MOVING CO., "Steady" to a TOOL COMPANY, Business Calendars to a LIME CO. and three others for Pencils.

R. S. Perry jumped right into the middle of things and came up with six for the week. Greetings to a MARINE ENGINE COMPANY, Pencils to a BUILDING MATERIAL COMPANY, Will Rogers to a GLASSWARE MANUFACTURER, Knives to a WHOLESALE GROCER, Pencils to a BEVERAGE COMPANY and Religious Calendars to a FUNERAL HOME.

H. R. Messick gets six. He sells a REFRIGERATOR CO., WELDING CO., MANUFACTURER, POULTRY MARKET, REFRIGERATOR SERVICE and a BLACKSMITH SHOP.

A. C. Miller lines up six different types of business. GARAGE, ELECTRICAL SERVICE, RADIO COMPANY, DAIRY, TRANSFER COMPANY and a SERVICE STATION.

G. D. Bragonier gets a nice order of \$110 worth of Brides Cook Books from a FOOD STORE, a \$98 order of Metal Calendars and \$64 order of Baby Books to a MARKET, Letter Openers to a SUPER MARKET, Key Cases and Letter Openers to a REALTY COMPANY, "Forever Yours" to a FLORIST.

Howard Grooms, after being knocked out of the race for a week due to a sick spell, has gotten his second wind and hit the line hard with eight new accounts. Leather to a FUNERAL HOME, "Spirit of America" to an ABSTRACT CO., Blotters to a CLEANERS, "Spirit of America" to a BANK, "Spirit of America" to a CLOTHING STORE, "Peekaboo" to an AUTO REPAIR SHOP and Pencils and Pens to a MANUFACTURING COMPANY.

Chas. Caldwell got his six. Blotters to a CARPET SHOP, Ger-Bars to a SERVICE STATION, "Their Priceless Heritage" to a CHEVROLET DEALER, Greetings to a MOTOR COMPANY, Ger-Bars to a BANK and Paragon to a FREIGHT LINE.

O. M. Wildman of California makes eleven sales for the week. Paragon Key Cases to an AUTO SERVICE STATION, a new customer. Pencils to a MOBILOIL DEALER, a new customer. Paragon to a WHOLESALE HOUSE, a new customer. Greetings to a FUNERAL HOME, a new customer. Pencils to an OIL DISTRIBUTOR, a new customer. Paragon Desk Memo Calendars to an OIL DEALER. Pencils to a SERVICE STATION. Paragon Key Cases to a TIRE AND BATTERY SHOP. Paragon Memo Pads to a SERVICE STATION, a new customer. Ger-Bars to a SERVICE STATION, a new customer. Paragon Key Cases to a SERVICE STATION.

Isidor Siegel's best out of five was a \$100 sale of Business Calendars to an INSURANCE AGENCY.

Leo Himelhoch's best out of four is a \$100 sale of Pencils to a MEAT PACKER.

Bill Ehlinger's best for the week is a \$100 sale of Memorial Record Booklets to a FUNERAL HOME.

W. J. Eggleston of New York made eight sales for the week. 1000 Will Rogers Ger-Bars to a FURNITURE DEALER, a new customer. Holiday Greetings to another FURNITURE DEALER, an old customer. Defense Posters to a NATIONAL BANK, a new customer. Paragon

Desk Memo Calendars to a TRANSPORT COMPANY, Historical twelve-sheet calendars to a BUILDERS' SUPPLY DEALER, Letter Openers to an OFFICE SUPPLY DEALER, Defense Posters to a SAVINGS BANK.

H. D. Evans made six sales for the week. "In Remembrance" Boxes to a FUNERAL HOME, "Happy Bluebird Family" to a MARKET, Defense Posters to a MERCANTILE CONCERN, "Penny" Greetings to an OPTOMETRIST, Holiday Greetings "Statue of Liberty" to a FRATERNAL SOCIETY, Paragon Zipper Billfolds to a TRUCKING CONTRACTOR.

Joe Henderson of Alabama makes nine sales. Sympathy Cards to a FUNERAL HOME, Greetings to an AUTO DEALER, Greetings to a FURNITURE DEALER, Holiday Greetings to an AUTO DEALER, Post Cards to a STANDARD OIL DEALER, Greetings to a CHEVROLET DEALER, "My Diary" Baby Books to a DRUGGIST, Blotters to a BATTERY SERVICE CONCERN, Post Cards to a MEN'S WEAR SHOP.

A. McWilliams' best out of four is a \$100 sale "I See by the Papers" to a FARM SUPPLY DEALER.

John Mur of California counts as his best sale of the week, a \$101 sale of deluxe Memorial Record Books to a FUNERAL HOME—a new customer.

STILL THE TIDE OF ORDERS ROLLS IN

E. E. Meyer's best out of five is a \$100 sale of Religious Calendars to a FUNERAL DIRECTOR for Church distribution.

W. J. Eggleston's best out of four is a \$218 sale of Religious Calendars to a FUNERAL HOME.

J. C. Mur made three sales; his best a \$105 sale of "Blue Heaven" and "Light of Her Eyes" to a DEALER IN BUILDERS' SUPPLIES.

W. E. Gibson made a \$162 sale of special calendars to a BANK.

C. M. Roadstrum's best is a \$175 sale of Paragon to a MANUFACTURER.

Fred Shallish made a hit with a \$132 sale of "Spirit of America" to a STATE BANK.

L. R. Shepard's best for the week is a \$183 sale of Cal-Crafts to a COAL DEALER. The copy line is "HEALTH DEPENDS ON GOOD FUEL."

Isidor Siegel's best out of three nice orders is a \$126 sale of FD Service to a FUNERAL DIRECTOR.

Mr. Siegel also sold 200 Family Record Booklets to this same customer.

A. H. Streeter made a \$135 sale of Greetings to an AUTO DEALER and a nice sale of Paragon to a LUMBER DEALER.

Mrs. Estelle Thompson's best for the week is a \$121 sale of "Forever Yours" to a REAL ESTATE DEALER.

J. Milton Wigley made a \$129 sale of the Negro Historical calendars to a FUNERAL DIRECTOR.

A. W. Thurn made four good sales. A \$145 sale of Pencils to a CONCRETE PIPE MANUFACTURER, Thermometers to a CANDY MANUFACTURER, Greetings to a MEAT PACKER, and "Houghton Mill" to a DENTAL LABORATORY.

A. A. Bender rings up four sales for nearly \$500. A \$213 sale of Paragon to a MANUFACTURER, a \$111 sale of "When Good Fellows Get Together" to a MEN'S WEAR SHOP, a \$104 sale of Air Pilots to a GRAVE VAULT MFR. and Pencils to a BOX MANUFACTURER.

Frank Zimmerman made a \$100 sale of Pencils to an INSURANCE COMPANY.

H. D. Evans of New York made a \$160 sale of Defense Posters to a BEVERAGE DISTRIBUTOR, Sympathy Cards to a FUNERAL HOME, "Happy Bluebird Family" to a CHEMICAL MANUFACTURER, and "Gas Tank" Greetings to a SERVICE STATION.

DON'T MISS A CHANCE TO MAKE A SALE

Jim Talcott's suggestion on S-263 Engagement and Reminder Calendar to JEWELERS gets results as O. O. Noell of Kansas makes a new customer of one of the JEWELERS in his territory with an order for 300.

J. O. Morris, who is doing a nice job of getting the ball rolling in Tennessee, writes:

"Heeding suggestion of Mr. Talcott on page 787 of the REVIEW, I got the order for S-263, except I raised his figure to 500."

Surely these two boys will agree that ordinarily these two prospects may have been passed by.



HURRY! HURRY!! HURRY!!!

**THE DEADLINE ON PENCILS IS OCTOBER 27TH
IF WANTED FOR PRE-CHRISTMAS DELIVERY**

If you have prospects for Pencils, Pens, Knives or Letter Openers who want these items for Christmas, tell them to place their orders NOW and be safe.

We will accept orders later than October 27th, but will not promise delivery in time for Christmas unless orders are in and complete by that date.



A REAL MONEY-MAKER FOR YOU

Did you read—and do you remember—what Jim Talcott said about the BRIDE'S COOK BOOK on page 823 of REVIEW of October 2nd?

Today this cook-book—No. S260 is recognized as the finest medium ever created for gaining entree into the home of the Newly Weds. It is an accepted fact that First Come is First Served and the furniture dealer, the house furnishings shop, the utilities dealer or the merchant in almost any line of service to the home, finds this to be so well received that once he has properly distributed his first hundred books, you'd never be able to get him to give it up.

We'd like to be able to recount all the fine comments from customers of instances where the Bride's Cook Book has been the means of securing orders that run into hundreds of dollars—of sales made to people who, but for the receipt of the cook book would have remained total strangers to the advertiser.

And other hard-headed business men comment on business friendships created and sales stimulated through the means of this cook book.

You have a real money-maker in this book as attested by the tremendous sales volume rolled up by Ed Sierer, and by the big number of orders secured by Bill Ehlinger and others who have set their goal at a cook book customer in every community in their territories.

We urge every G-B salesman to place this book with the very best prospect in each community. Do this and the repeat business will take care of itself.

Copy Does Help to Sell

GOOD HARDWARE SINCE 1875

Sold by Harry Etter to a Hardware Dealer.

U. S. A. PICKS CHEVROLET—FIRST BECAUSE IT'S FINEST

Sold by Ed Gerrish on "Spirit of America" to a Chevrolet Dealer.

IT'S THE FRIENDS WE MAKE WHO MAKE US

Sold by H. R. Messick on Safety First Calendars to a Garage.

THE TAILOR WHO SATISFIES

Sold by Frank Zimmerman on "Spirit of America" to a Tailor.

EVERY TIME WE MAKE A FRIEND, WE GROW A LITTLE

Sold by Charles Caldwell on Will Rogers to a Service Station.

FIRST BECAUSE IT'S FINEST

Sold by Caldwell on "Priceless Heritage" to a Chevrolet Dealer.

SERVICE IS OUR MOTTO

Sold by Jack Moore on Ger-Bars to a Tire and Battery Shop.

DRINK MILK AND HELP MAKE AMERICA STRONG

Sold by M. C. Eckland on "Spirit of America" to a Dairy.

OUR POLICY IS YOUR PROTECTION

Sold by L. R. Shepard on Business Calendars to an Insurance Agency.

CONTRIBUTED IN THE INTEREST OF AMERICAN PATRIOTISM

Sold by P. M. Winter on "Naval Heroes" to a Funeral Director.

FOR CONTENTED CARS, USE TEXACO

Sold by Wildman on "My Bonnie" to a Texaco Dealer.

REFRIGERATION ENGINEERS—WE DO IT RIGHT

Sold by H. R. Messick on Metal Desk Calendars to a Refrigeration Co.

THE DIFFERENCE IS MATERIAL

Sold by Jack Saunders on Paragon to a Lumber Dealer

WITHDRAWALS

CURRENT LINE ROLL

R8—16½x23½—Proud Mothers

FUNERAL DIRECTOR CARDS—FDL-100

G. M.'S WISE ADVERTISING POLICY

General Motors Corp. made and sold half of all the automobiles bought in this country during the last 12 months. It has steadily increased its share of the business. Few question the statesmanship which has characterized General Motors' management.

Many boards of directors, many responsible executives, are today pondering what advertising policy they should pursue in view of their inability, because of defense contracts, to fill all actual and prospective orders. Some favor slashing sales forces, advertising, anything and everything designed to keep their product before the public. Sufficient for the day are the sales thereof, is their motto. They refuse to look ahead, to what will happen when war orders suddenly cease, leaving them disastrously in the lurch.

General Motors, after profound consideration, has rejected any such penny-wise, pound-foolish, policy. It is determined not to be caught napping when its existence will again become dependent upon peacetime business. Richard H. Grant, its veteran sales generalissimo. Makes the following statement, which should interest every business management in America :

About ten years ago we decided that we should control our advertising appropriations on as scientific a basis as possible, and we set up this kind of idea, with two theories back of it: One, that even if we were shut down, but expected to open up in six months, we still would be doing a reasonable amount of advertising. So, we have set up, with each one of our divisions, a fixed amount of money that will be spent anyhow. We imposed on top of that, in what we call a variable appropriation, so much per car, and, consequently, as volume goes up and down, the amount we spend goes up and down.

I can assure you that in General Motors there will be no quick, drastic action taken in regard to an advertising appropriation. There is no anticipation of doing anything except what we have always done in the last ten years. That fixed amount will be spent, and, on top of it, we will spend the amount per car that the volume brings forth, which means reasonably good sized advertising appropriations, with no sudden ideas that might be quite startling.

How many enterprises will prove equally long-headed, how many immaturely shortsighted?

—FORBES MAGAZINE.

(Thanks to J. MacKeever)



COPYRIGHT
THE GERLACH SAKELOW CO.
JOLIET, ILL. U.S.A.

MY BLUE HEAVEN

HANDS—THE MIRRORS OF AGE
Send Your Wash to the Laundry
And Keep Your Hands Young

THE AMERICAN INSTITUTE LAUNDRY

Phone 9201

1941		OCTOBER					1941
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
-	-	-	1	2	3	4	
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29	30	31	-	

*There is hardly anything in
the world that some man can-
not make a little worse and
sell a little cheaper, and the
people who consider price only
are this man's lawful prey.*

—JOHN RUSKIN